Contract Agreement Between:

CONTRACT

WLWT
1700 Young Street
Cincinnati, OH 45202
(513)412-5000
WLWT-TV/DT CINCINNATI
www.wlwt.com

And:

Mentzer Media Services
600 Fairmont Ave
Suite 306
Towson, MD 21286

Contract / Revision	Alt Order #
943984 /	06289660

Product		
CROSSROADS GPS		
Contract Dates	Estimate #	
09/11/12 - 09/17/12	976	
Advertiser	Original Date / Revision	
Crossroads GPS	08/27/12 / 08/27/12	

Billing Cycle	Billing Calendar	Cash/Trade
EOM/EOC	Broadcast	Cash
Station	Account Executive	Sales Office
WLWT	Mica Hansen	HRP -Washingt
Special Handling		
Demographic		
Adults 25+		
IDB#	Advertiser Code	Product Code
1021		
Agency Ref	Advertiser Ref	

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
1	WLWT	09/11/12	09/14/12	6-7a news	6-7a		:30			NM	4	$3,200.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$800.00							
2	WLWT	09/11/12	09/14/12	NBC Today Show	7-9a		:30			NM	4	$6,000.00
Class of Time - Pre-emptible with notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$1,500.00							
3	WLWT	09/11/12	09/14/12	NBC Today Show II	9-10a		:30			NM	8	$2,400.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	8	$300.00							
4	WLWT	09/11/12	09/14/12	12-1230p M-F news	12-1230p		:30			NM	4	$1,000.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$250.00							
5	WLWT	09/11/12	09/14/12	DR OZ EF	4PM-5PM		:30			NM	4	$1,600.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$400.00							
6	WLWT	09/11/12	09/14/12	5-530p M-F news	5-530p		:30			NM	4	$2,500.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$625.00							
7	WLWT	09/11/12	09/14/12	530-6p M-F news	530-6p		:30			NM	4	$2,500.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							
Week:	09/10/12	09/16/12	-TWTF--	4	$625.00							
8	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30			NM	4	$1,600.00
Class of Time - Immediately Pre-emptible without notice												
	Start Date	End Date	Weekdays	Spots/Week	Rate							

(* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.

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Contract Dates	Product	Estimate #
09/11/12 - 09/17/12	CROSSROADS GPS	**976**

Advertiser	Original Date / Revision
Crossroads GPS	08/27/12 / 08/27/12

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $400.00						
N 9	WLWT	09/11/12	09/14/12	NBC Nightly News	630-730p		:30			NM	0	$0.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00						
Spot	Ch	Date Range		Description	Start/End Time	Weekdays	Length		Rate	Type		
1	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuwThF----	:30		~~$800.00~~	NM		
Credited												
2	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuwThF----	:30		~~$800.00~~	NM		
Credited												
3	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuwThF----	:30		~~$800.00~~	NM		
Credited												
4	WLWT	09/10/12-09/16/12		NBC Nightly News	630-730p	-TuwThF----	:30		~~$800.00~~	NM		
Credited												
10	WLWT	09/11/12	09/14/12	7-730p	7-730p		:30			NM	4	$3,000.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $750.00						
11	WLWT	09/11/12	09/14/12	730-8p	730-8p		:30			NM	4	$3,200.00
Class of Time - Pre-emptible with notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTF--	Spots/Week 4	Rate $800.00						
12	WLWT	09/11/12	09/15/12	11-1135p M-Su	11-1135p		:30			NM	5	$7,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -TWTFS-	Spots/Week 5	Rate $1,500.00						
13	WLWT	09/15/12	09/15/12	Sa/Su 6p news	Sa/Su 6p News		:30			NM	2	$700.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -----2-	Spots/Week 2	Rate $350.00						
14	WLWT	09/15/12	09/16/12	Sa/su7-8a news	Sa/su7-8a		:30			NM	4	$2,400.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays -----SS	Spots/Week 4	Rate $600.00						
15	WLWT	09/16/12	09/16/12	NBC Sunday Today	Su8-9a		:30			NM	2	$2,200.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------2	Spots/Week 2	Rate $1,100.00						
16	WLWT	09/16/12	09/16/12	NBC MEET THE PRESS	NBC MEET THE P		:30			NM	1	$600.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------1	Spots/Week 1	Rate $600.00						
17	WLWT	09/16/12	09/16/12	NFL Pre-Game	NFL		:30			NM	1	$1,500.00
Class of Time - Immediately Pre-emptible without notice												
Week:		Start Date 09/10/12	End Date 09/16/12	Weekdays ------1	Spots/Week 1	Rate $1,500.00						
18	WLWT	09/16/12	09/16/12	NFL Regular Season	NFL		:30			NM	1	$3,000.00
Class of Time - Immediately Pre-emptible without notice												

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09/11/12 - 09/17/12	CROSSROADS GPS	**976**

Advertiser	Original Date / Revision
Crossroads GPS	08/27/12 / 08/27/12

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	------1	1	$3,000.00						
19	WLWT	09/17/12	09/17/12	6-7a news	6-7a		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
20	WLWT	09/17/12	09/17/12	NBC Today Show	7-9a		:30			NM	1	$1,500.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$1,500.00						
21	WLWT	09/17/12	09/17/12	NBC Today Show II	9-10a		:30			NM	1	$300.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$300.00						
22	WLWT	09/17/12	09/17/12	12-1230p M-F news	12-1230p		:30			NM	1	$250.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$250.00						
23	WLWT	09/17/12	09/17/12	DR OZ EF	4PM-5PM		:30			NM	1	$400.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$400.00						
24	WLWT	09/17/12	09/17/12	5-530p M-F news	5-530p		:30			NM	1	$625.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$625.00						
25	WLWT	09/17/12	09/17/12	530-6p M-F news	530-6p		:30			NM	1	$625.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$625.00						
26	WLWT	09/17/12	09/17/12	6-630p M-F news	6-630p		:30			NM	1	$800.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
27	WLWT	09/17/12	09/17/12	NBC Nightly News	630-730p		:30			NM	1	$800.00
Class of Time - Immediately Pre-emptible without notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
28	WLWT	09/17/12	09/17/12	7-730p	7-730p		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
29	WLWT	09/17/12	09/17/12	730-8p	730-8p		:30			NM	1	$800.00
Class of Time - Pre-emptible with notice												
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$800.00						
30	WLWT	09/17/12	09/17/12	11-1135p M-Su	11-1135p		:30			NM	1	$1,500.00
Class of Time - Immediately Pre-emptible without notice												

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		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/17/12	09/23/12	1------	1	$1,500.00						
D	31	WLWT	09/11/12	09/14/12	STEVE HARVEY DAY	STEVE HARVEY [		:30		NM	0	$0.00
D	32	WLWT	09/11/12	09/14/12	Days of Our Lives	1-2p		:30		NM	0	$0.00
N	33	WLWT	09/11/12	09/14/12	6-630p M-F news	6-630p		:30		NM	4	$3,200.00
		Class of Time - Immediately Pre-emptible without notice										
		Start Date	End Date	Weekdays	Spots/Week	Rate						
Week:		09/10/12	09/16/12	-TWTF--	4	$800.00						
									Totals		76	$57,300.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 -09/17/12	76	$57,300.00	$48,705.00
Totals	76	$57,300.00	$48,705.00

Signature: _____ **Date:** _____

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AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:	Date:

I, Lauren Schumacher
do hereby request station time concerning the following issue:

Crossroads GPS

Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times per Week	Number of Weeks
	VARIES				

Total Charges: $ GROSS

This broadcast time will be used by: Crossroads GPS

Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"

☐ Yes ☐ No

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For programming that "communicates a message relating to any political matter of national importance," list the name of the legally qualified candidate(s) the programming refers to, the office(s) being sought and the date(s) of the election(s) (if applicable):

For programming that "communicates a message relating to any political matter of national importance," attach Agreed Upon Schedule (Page 3)

I represent that the payment for the above described broadcast time has been furnished by:

Crossroads GPS

and you are authorized to announce the time as paid for by such person or entity. The entity furnishing the payment, if other than an individual person, is:

☐ **a corporation;** ☐ **a committee;** ☒ **an association;** ☐ **or other unincorporated group.**

The names, offices, and addresses of the chief executive officers, directors, and/or authorized agents of the entity are named below (may be attached separately):

THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMINATION ON THE BASIS OF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING.

I agree to indemnify and hold harmless the station for any damages or liability, including reasonable attorney's fees, that may ensue from the broadcast of the above-requested advertisement(s). **For the above-stated broadcast(s), I also agree to prepare a script, transcript, or tape, which will be delivered to the station at least _____ before the time of the scheduled broadcasts.**

TO BE SIGNED BY ISSUE ADVERTISER

5/17/12 — Date

Signature

703 535 3390 — Contact Phone Number

TO BE SIGNED BY STATION REPRESENTATIVE

☐ **Accepted** ☐ **Accepted in Part** ☐ **Rejected**

Signature | Printed Name | Title

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Client Information Request Form
Issue

Advertiser Group Name: Crossroads Grassroots Policy Strategies

Address: 1401 New York Avenue, NW, Suite 1200

City, State & Zip Code: Washington, DC 20005

Phone: (202) 559-6428

Fax: (202) 347-5009

Executive Director or President: Steven Law, Director

Group Treasurer: Margee Clancy

MENTZER